

CLAIMS:

1. A Liquid Crystal Display (LCD) device,
having a normally-black liquid crystalline cell at least partially arranged as a reflective liquid crystalline cell,

said liquid crystal display device comprising driving means for driving the liquid crystalline
5 cell, which driving means are operable in

- an active mode allowing for normal use of the device, and
- a standby mode for reducing power consumption of the device.

2. The Liquid Crystal Display device of Claim 1, wherein a maximum drive
10 voltage generated by the driving means in the standby mode is lower than a maximum drive voltage generated by the driving means in the active mode.

3. The Liquid Crystal Display device of Claim 1, wherein a frame frequency of a drive signal generated by the driving means in the standby mode is lower than a frame
15 frequency of a drive signal generated by the driving means in the active mode.

4. The Liquid Crystal Display device of Claim 1, wherein the liquid crystalline cell comprises a layer of a vertically aligned liquid crystalline material.

20 5. The Liquid Crystal Display device of Claim 1, wherein the liquid crystalline cell is a transreflective liquid crystalline cell.

6. The Liquid Crystal Display device of Claim 5, wherein the liquid crystalline cell comprises a layer of a vertically aligned liquid crystalline material.

25 7. The Liquid Crystal Display device of Claim 6, wherein the layer of the vertically aligned liquid crystalline material is arranged between a first polarizer and a second polarizer being oriented at a right angle with the first polarizer.

8. The Liquid Crystal Display device of Claim 1 or 5, wherein a $\lambda/4$ compensation layer is arranged adjacent at least reflective parts of the liquid crystalline cell.

9. The Liquid Crystal Display device of Claim 6, wherein a cell gap for a
5 transmissive sub-pixel of the liquid crystalline cell is between 1.6 and 2 times a cell gap for a reflective sub-pixel of the liquid crystalline cell.

10. The Liquid Crystal Display device of Claim 9, wherein the cell gap for the transmissive sub-pixel is about 1.8 times the cell gap for the reflective sub-pixel.